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Amazon.com recommendations: item-to-item collaborativ

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Abstract

Recommendation algorithms are best known for their use on e-commerce Web sites, where about a customer's interests to generate a list of recommended items. Many applications that customers purchase and explicitly rate to represent their interests, but they can also include items viewed, demographic data, subject interests, and favorite artists. At Amazon.com, recommendation algorithms to personalize the online store for each customer. The store is based on customer interests, showing programming titles to a software engineer and baby's mother. There are three common approaches to solving the recommendation problem: traditional filtering, cluster models, and search-based methods. Here, we compare these methods with which we call item-to-item collaborative filtering. Unlike traditional collaborative filtering, our computation scales independently of the number of customers and number of items in the algorithm produces recommendations in real-time, scales to massive data sets, and generates recommendations.

Index Terms

Inspe

Controlled Indexing

[Web sites](#) [electronic commerce](#) [information filters](#) [information retrieval](#) [real-time retail data processing](#)

Non-controlled Indexing

[Amazon.com recommendations](#) [Web sites](#) [cluster models](#) [customer interests](#) [demographic data](#) [e-commerce](#) [item-to-item collaborative filtering](#) [massive data](#) [online store](#) [product catalog](#) [real-time](#) [recommendation algorithms](#) [search-based methods](#)

Author Keywords

Not Available

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